

PHILIP MORRIS MANAGEMENT CORP.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE NEW YORK, NY 10017-5592

To: Tom Wilhelms
From: Claire Carcich
Subject: Advertising Guidelines

Date: April 12, 1991

As requested, I've outlined broad guidelines on warning box and tar and nicotine disclosure to facilitate legal approval of all cigarette advertising in the Generic/Private Label category. Please note that these guidelines are not inclusive. They are intended merely as a guide to acquaint you with some of the basic requirements of cigarette advertising. All advertising, regardless of its simplicity, must be approved by Maria Buonaventura, Advertising Coordinator and myself, Legal Coordinator, before it can be produced.

When you submit advertising for approval please provide the following information:

1. What is the area of the advertisement?
2. When will it be produced? When will it be posted?
3. How will the advertising be delivered?
4. Where will the advertising be delivered?
5. What brand style(s) and packing(s) will be featured?
6. Are there other advertisers in the advertisement?
7. Will the ad include pricing by the Retailer?

The attached guidelines are very broad and do not include many subtle differences in advertising which determine the appropriate legal requirements. Maria and I will assist you with the particular requirements of each piece of advertising when you submit it to each of us for approval. Maria and I can be reached at the following phone numbers:

Claire Carcich (212) 880-3722
Maria Buonaventura (212) 880-3527

Please call me if you have any questions.



2041181603

cc: Maria Buonoventura
David Rees Davies
Jacqueline D. Gilbert
Clare C. Purcell
Richard Reid

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